

B. SIGNS

Signs create a framework to advertise a place of business and provide directions and information to potential patrons in the area. The signs associated with retail development such as Monterey Park Towne Centre require uniqueness, visibility, attractiveness, and concise communication. All signage shall be subject to Design Review process.

1. Freestanding Signs - A combination of freestanding signs varying in size and height are proposed to create the initial identity for the Towne Centre and its location. All characters, letters, logos and other information on signs shall be coordinated in placement, colors, size, and location in conformance to the project design theme and compatible signage that is comparable with typical regional retail centers.
2. Wall Signs - The Monterey Park Towne Centre signs will be designed to conform to the unique architectural style that is reflected here in the Precise Plan concept and standards. Overall, the signs shall be designed to be architecturally compatible with colors and materials of the development. Wall signs are located on the front elevations of each building and in some instances on second floor elevations. The sizes of these signs vary all exceeding City standards for wall signs. City standards allow for wall signs to:
 - a. Not exceed $\frac{3}{4}$ square foot per linear foot of the building or business frontage of the subject wall;
 - b. Not exceed 60 percent of the length of the subject wall.However, there is some basis to consider larger sign areas.

The animated electronic wall sign in the project shall be allowed for advertising related to on-site business only, as it is not intended as an off-premises billboard.

3. Sign Limitations - The purpose of the signage program is to ensure that sign designs are appropriate for the buildings, stores, and the surrounding context, contribute to the project's identity and are visually appealing. The following limitations denote the project sign approaches and types:

- a. No advertising billboards should be placed within the project site;
- b. In no case should tenant identification signage extend above structure rooflines;
- c. No canned signs shall be installed. Signs shall be constructed of individual channel letters. The exception to this would be when national logos are integrated into the building signage;
- d. Signs shall display only corporate identity. No products listing other than that included as part of the legal business name shall be allowed;
- e. Banners shall be limited to the first 30 days of a store opening in the Monterey Park Towne Centre. Additional special event banners shall be installed only through the written approval of the Community Development Department.

C. TRIP REDUCTION AND TRAVEL DEMAND MEASURE

Reduction of trip and travel demand measures are provided in accordance with State Government Code Sections 65089 and 65089.3 (Ord. 1852 3(2), 1993). Prior to approval of any development project, the project applicant shall make provisions for all of the following applicable transportation demand management and trip reduction measures to promote better air quality. Development Standards for Non-residential Development provide all of the following measures to the satisfaction of the Director Community Development:

1. Displayed Information - A bulletin board, display case, or kiosk displaying transportation information will be located where the greatest numbers of employees are likely to see it. Information shall include, but is not limited to, the following:
 - a. Current maps, routes and schedules for public transit routes serving the site;
 - b. Telephone numbers for referrals on transportation information, including numbers for regional ridesharing agency and local transit operators;
 - c. Ridesharing promotional materials supplied by commuter-oriented organizations;
 - d. A listing of facilities available to carpoolers, vanpoolers, bicyclists, transit riders, and pedestrians;
 - e. Bicycle route and facility information, including regional/local bicycles maps and bicycle safety information;
2. Van Pool - Not less than 10 percent of employee parking area shall be located as close as is practical to the employee entrance(s), and shall

be reserved for use by potential carpool/vanpool vehicles, without displacing handicapped and customer parking needs. A statement that preferential carpool/vanpool spaces for employees are available and a description of the method for obtaining such spaces must be included on the required transportation information board.

- a. Spaces will be signed/stripped as demand warrants;
 - b. At all times at least one space for projects of fifty thousand square feet to one hundred thousand square feet;
 - c. Two (2) spaces for projects over one hundred thousand square feet will be signed/stripped for carpool/vanpool vehicles.
 - d. Adequate turning radii and parking space dimensions shall also be included in van pool parking areas.
3. Bicycles - Bicycle racks or other secure bicycle parking shall be provided to accommodate four bicycles per the first fifty thousand square feet of nonresidential development and one bicycle per each additional fifty thousand square feet of non-residential development. Calculations which result in a fraction of 0.5 or higher shall be rounded up to the nearest whole number.
 - a. Bicycle parking facility shall be a fully enclosed space or locker accessible only to the owner or operator of the bicycle, which protects the bikes from inclement weather and theft;
 - b. Specific facilities and locations (e.g., provision of racks, lockers, or locked room) shall be to the satisfaction of the Director of Community Development.
4. Safety - A safe and convenient zone will be designated for vanpool and carpool vehicles to deliver or board their passengers.
5. Sidewalks - Sidewalks or other designated pathways will follow direct and safe routes from the external pedestrian circulation system to each building in the development.
6. Bus Stop - If determined necessary by the city to mitigate the project impact, bus stop improvements must be provided. The city will consult with the local bus service. When locating bus stops/and or planning building entrances, entrances must be designed to provide safe and efficient access to nearby transit stations/stops.
7. Circulation - Safe and convenient access shall connect the external circulation system to bicycle parking facilities on site.

8. Employee Parking - Employee parking shall be adequately provided within the total number of parking spaces planned for this center. During peak shopping periods, off-site parking for employees may be instituted.
9. Shuttle Service - Three (3) shuttle service drops are included with the project design. The recommended locations that could best serve the development can be found at the following areas (sheet 3 of the project design plans). One of the users of this feature will be SCE for the purpose of assisting their nearby employees with lunchtime transportation.